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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 9

Reach The Top Of The World With Eyewitness News.

Nothing delivers Minnesota like Eyewitness News. Five stations of powerful news programming reaching 90% of the state. When you're looking for the top of the world, remember Eyewitness News. Represented nationally by Petry.

Hubbard Broadcasting's Minnesota Network:

KSTP-TV ● KSAX-TV ● KRWF-TV WDIO-TV ● WIRT-TV

59th Year 1990

The NAB, survivability and dialogue: Keystones of the Atlanta convention

Broadcasting Apr 9

Vol. 118 No. 15

35/ *NAB '90: highlights from Atlanta*

NAB's annual convention in Atlanta provides forum for discussing competitive challenges facing broadcasters from cable, DBS and telcos; "interference consequences" of TV Marti (**page 43**);

steps to improve AM band (**page 49**); opportunities for broadcasters abroad (**page 57**), and NAB President Eddie Fritts's call to fight for free over-air broadcasting (**page 44**). FCC Chairman Alfred Sikes tells broadcasters it is in their interest to embrace self-regulation (**page 38**); President George Bush tells broadcasters to back TV Marti (**page 37**), and Donald Keough, president of Coca-Cola, says that to survive, TV broadcasters must narrow their focus and adapt to new technologies (**page 56**).

39/ *TV chiefs on television's future*

Heads of ABC, CBS and NBC agree on issues of fin-syn and if carry/must pay, but diverge on DBS.

62/ *NETWORKS CUT BACK*

In-house production at broadcast networks is off sharply this development season.

62/ *MUSBURGER LEAVES CBS*

CBS Sports does not renew contract of sportscaster Brent Musburger, who later gives his side of story during ABC's *Prime Time Live* (page 96).

65/ *EMMIS IN PARIS*

Emmis Broadcasting agrees in principle to acquire 15% interest in French FM.

65/ *CINCINNATI FM IN CLEAR*

FCC rescinds its underwriting admonition of noncommercial FM.

67/ *TELCO ENTRY*

During hearing on cable TV, Senate Communications Subcommittee Chairman Daniel Inouye says that based on views of committee members, telephone company entry "may be close call."

66/ *TELCO BAN GOES BACK TO GREENE*

U.S. Court of Appeals in Washington orders Judge Harold Greene to reconsider telco ban, saying he used wrong standard in prohibiting BOC's from offering information services.

68/ *ALCOHOL AD WARNINGS*

Senator Al Gore and Representative Joseph Kennedy II say they will introduce bill requiring that health and/or safety warnings appear within TV, radio, print and outdoor ads for alcoholic beverages.

72/ *CAB MEETS*

Cabletelevision Advertising Bureau's annual gathering focuses on cable's coming

CAB's Robert Alter

of age, its relationship with broadcasting and growing importance of local market.

74/ *MIP-TV '90*

Some 1,700 program buyers are expected to attend oldest of international program fairs—MIP-TV in Cannes, France.

76/ *A LA CARTE CABLE*

TCI President John Malone says company is moving toward unbundling and a la carte pricing of cable services.

95/ *PIONEER ENGINEER*

Hilmer Swanson, senior staff scientist for Harris Corp.'s broadcast division, has

Swanson; NAB's Michael Rau

spent most of his professional life perfecting AM transmission. Last week NAB recognized his accomplishments, presenting him with its Engineering Achievement Award (page 49).

DEPARTMENTS

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BY THE NUMBERS 1

For only the second time this season, NBC lost a week in the prime time ratings, and also for the second time, it was ABC who was first. ABC got a big boost from its telecast of the *62nd Academy Awards*, which delivered a 48 share for the network Monday, March 26. ABC won the night with a 26.6/41, followed by NBC's 10.1/15 and CBS's 8.9/14.

For the week, ended April 1, ABC averaged a 14.8/25, followed by NBC's 13.3/22 and CBS's 11.7/20. Last October, when ABC dethroned NBC for a week, it also had help from special event programing—the 1989 World Series.

ABC also won Tuesday night and Sunday night, where it has come on strong in the midseason with a lot of help from *America's Funniest Home Videos*. *Videos* easily won its time period once again with a 21.7/36. In a one-time scheduling move designed to help capture the night, ABC led out of *Videos* with a repeat of *Roseanne*, which also won its time period. The network's telecast of "Down

RATINGS ROUNDUP — Week 26 □ Mar. 19–Mar. 25

Rank/rating	□	Network	□	Show
1		27.9/48	A	*Academy Awards*
2	▲	23.8/39	N	*Cheers*
3	▼	21.7/36	A	*Amer. Funniest Videos*
4	▼	21.4/35	N	*Cosby*
5	▲	20.4/34	N	*Golden Girls*
6		20.3/33	A	*Barbara Walters Special*
7	▼	20.0/32	N	*A Different World*
8	▲	19.5/32	N	*Unsolved Mysteries*
9		19.0/32	N	*Carol & Company Special*
10	▼	18.4/28	A	*Wonder Years*
11	▲	17.7/29	N	*Grand*
12	▼	17.5/33	C	*60 Minutes*
13		17.3/27	A	*Roseanne Special*
14	▼	17.0/30	N	*L.A. Law*
14	▲	17.0/27	A	*Who's the Boss?*
16	▲	16.4/27	A	*Sunday Movie: Beverly Hills*
16		16.4/26	N	*Heat of the Night*
18	■	16.0/27	C	*Bagdad Cafe*
19		16.3/27	A	*Full House*
20	▲	15.2/24	N	*Night Court*
21		14.8/26	C	*D. Copperfield Special*
22		14.6/25	C	*Knots Landing*
23	▼	14.5/22	N	*Matlock*
23	▼	14.5/23	C	*Murder, She Wrote*
25	▲	14.3/23	A	*Doogie Howser, M.D.*
26		14.1/25	C	*NCAA Basketball*
26	▲	14.1/22	C	*Rescue: 911*
28		14.0/24	N	*Amen*
29	▼	13.8/23	A	*Growing Pains*
30	▼	13.7/26	N	*Hunter*
31	▼	13.6/23	A	*Family Matters*
32	▲	13.3/24	A	*20/20*
33	▼	13.2/21	N	*Sunday Movie: The Girl*
34	▲	13.1/21	A	*Head of the Class*
34	▼	13.1/22	A	*Perfect Strangers*
36	▲	13.0/22	A	*Anything But Love*
37		12.8/22	A	*Equal Justice Special*
37	▲	12.8/21	C	*Jake and the Fatman*
39		12.7/23	C	*Dallas*
39	▼	12.7/20	F	*Married...With Children*
39	■	12.7/22	C	*Sugar & Spice*
42	▼	12.4/21	A	*Just the 10 of Us*
43	■	12.3/22	N	*A Family for Joe*
44	■	12.2/23	A	*Equal Justice*
44	▲	12.2/20	A	*Father Dowling*
46	▲	12.0/22	A	*Mystery Movie: Columbo*
47	▼	11.7/17	N	*Hogan Family*
47	▼	11.7/21	N	*Midnight Caller*
49	▼	11.3/17	C	*Major Dad*
50		11.2/21	N	*Quantum Leap*
51	▲	10.8/18	C	*Common Ground, Pt.2*
51	■	10.8/18	N	*FM*
51		10.8/18	N	*Nasty Boys*
54	▼	10.7/17	C	*Too Young The Hero*
55		10.5/17	C	*48 Hours*
56		10.3/19	N	*Mancuso, FBI*
57	▼	10.1/16	A	*Young Riders*
58	▼	9.9/15	C	*Designing Women*
58	▼	9.9/15	N	*My Two Dads*
60	▼	9.8/14	C	*Murphy Brown*
60	▼	9.8/15	N	*Monday Movie: Swimsuit*
62	▲	9.5/15	F	*America's Most Wanted*
62	▼	9.5/18	N	*Baywatch*
62	▲	9.5/15	C	*Wiseguy*
65	▲	8.6/15	A	*Primetime Live*
66	▼	8.3/13	C	*Sydney*
67	▼	8.2/12	C	*City*
68	▼	7.9/12	C	*Newhart*
69		7.9/13	F	*Open House*
70		7.7/12	C	*Island Son*
71	▲	7.4/13	F	*Cops*
71	▲	7.4/13	A	*H.E.L.P.*
71	▼	7.4/12	C	*Normal Life*
74	▼	7.3/13	N	*World of Disney: Human II*
74	▲	7.3/15	C	*Sat. with Connie Chung*
76	▼	7.0/13	A	*Life Goes On*
77	▼	6.3/11	C	*His & Hers*
78	▼	6.2/11	F	*Totally Hidden Video*
79	▼	5.7/9	F	*21 Jump Street*
80	▼	5.0/10	F	*Outsiders*
81	▼	4.6/8	F	*Booker*
82	▼	4.3/6	F	*Alien Nation*
83	▼	3.9/7	F	*Reporters*

Guide to symbols
▼ —Down in rank from last week ▲ —Up in rank from last week ■ —Premiere broadcast —No ranking change

Source: Nielsen Media Research

FREEZE FRAMES: Syndication Scorecard * — Week ended Mar. 19

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.4	230	97
2	Jeopardy! (King World)	12.6	216	95
3	Star Trek: Next Generation (Paramount)	10.2	227	95
4	Wheel of Fortune, wknds (King World)	9.7	195	91
5	Cosby Show (Viacom)	9.4	202	98
6	Entertainment Tonight (Paramount)	8.7	175	95
6	Oprah Winfrey (King World)	8.7	217	99
8	Current Affair (20th Century Fox TV)	8.4	192	96
9	Case of Notorious Nun (Viacom)	6.4	153	89
10	Married...With Family, syn. (Lorimar)	6.2	172	91
11	Donahue (Multimedia)	6.1	227	99
11	Orion Galaxy Network	6.1	127	89
13	Star Search (TPE)	5.7	161	96
15	Family Feud 2 (LBS)	5.4	136	85
15	People's Court (Warner Bros. Domestic TV)	5.4	181	92

The following shows were rated, but not ranked

Wrestling Network	7.0	173	92
World Wrestling Federation (WWF)	9.9	242	97

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CP's *	TOTAL *
Commercial AM	4,981	250	5,231
Commercial FM	4,282	859	5,141
Educational FM	1,435	278	1,709
■ Total Radio	10,674	1,357	12,031
Commercial VHF TV	549	19	568
Commercial UHF TV	560	186	736
Educational VHF TV	124	4	128
Educational UHF TV	225	22	247
■ Total TV	1,448	233	1,679
VHF LPTV	399	205	595
UHF LPTV	467	1,508	1,975
■ Total LPTV	787	1,713	2,470
FM translators	1,831	301	2,132
VHF translators	2,721	123	2,844
UHF translators	2,211	395	2,606

CABLE†

Total subscribers	53,238,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	57.8%
Pay cable penetration	29.1%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. ' Construction permit. ' Instructional TV fixed service. ' Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

and Out in Beverly Hills" held the audience fed by *Roseanne*, and won the 9 p.m. to 11 p.m. time period.

NBC's new midseason comedy, *Carol & Company*, debuting Saturday (March 31) at 9:30 p.m., delivered a time period win with a 19/32, and finished 9th overall in the prime time program rankings. Another new NBC comedy, debuting the same night at 8 p.m., *A Family for Joe*, was second with a 12.3/22, behind NCAA basketball on CBS and ahead of ABC's *H.E.L.P.*, which had a 7.4/13.

MarketScope

Leveraged cable MSO stocks were the major movers among last week's relatively stable media stocks. Adelphia Communications continues to be especially hard hit, dropping last week to 13¼, off 12% from prior week and 37% from five weeks ago when *Barron's* wrote critical article. Comcast, which announced year-end results prior week, fell 9% to 12¼. Cable programer, QVCN was off 13% to 13¼. Michigan-based MSO, MERCOM, bought at $11.50 per share just over 13% of outstanding stock from ESOP plan of Michigan Energy Resources, former MERCOM parent company. MERCOM continued to trade at 10 bid, 11½ asked. LIN Broadcasting's fall, to 68⅝, reflected distribution of shares in McCaw Cellular Communications. MGM, which has $20 per-share buyout bid on table from Pathe saw stock fall 5% to 16¼. News reports said Naples, Italy, court had sentenced Pathe Chairman Giancarlo Parretti to four-year prison sentence for fraudulent bankruptcy of newspaper Outlet Communications moved up slightly following reiteration by company that it was looking for ways to "maximize shareholder value," including possible repurchase of up to $20 million in securities. Karen Firestone, manager of Fidelity's select leisure fund, said that newspaper stocks may again find themselves under selling pressure, in part because some have seen weak first-quarter revenue comparisons in broadcasting divisions.

Stock Index Notes: T-Toronto; A-American; N-NYSE; O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Apr 4	Closing Wed Mar 28	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
BROADCASTING						
N (CCB) Capital Cities/ABC	533	514 1/2	18 1/2	03.59	21	9,586
N (CBS) CBS	178 3/4	175 1/4	3 1/2	01.99	18	4,226
A (CCU) Clear Channel	13 7/8	13 7/8		00.00	-115	54
O (UCOM) Jacor Commun.	8	8		00.00	-3	45
O (LINB) LIN	68 3/8	80 1/2	- 12 1/8	-15.06	56	3,934
O (SBCCQ) Olympia Broadcast	1/8	1/8		00.00		
O (OSBM) Osborn Commun.	10 3/4	11 1/2	- 3/4	- 06.52	-31	76
O (OCOMA) Outlet Commun.	20	19 1/4	3/4	03.89	12	131
A (PXI) Price Commun.	4 5/8	4 7/8	- 1/4	- 05.12	-3	42
O (SAGB) Sage Broadcasting	2 1/4	2 1/4		00.00	-2	8
O (SCRP) Scripps Howard	60	60		00.00	30	619
O (SUNBC) SunGroup Inc.	1	1 1/2	- 1/2	- 33.33	-1	2
O (TLBS) Telemundo	5 3/4	5 3/4		00.00	-2	131
O (TVXQC) TVX Broadcast	4 5/8	5 1/4	- 5/8	- 11.90		28
O (UTVI) United Television	33 1/2	33 1/4	1/4	00.75	3	295
BROADCASTING WITH OTHER MAJOR INTERESTS						
N (BLC) A.H. Belo	35 1/2	35		1/2	01.42	40	700
N (AFL) American Family	34 1/4	35 1/8	- 7/8	- 02.49	14	1,181
A (ACCMA) Ameri. Communic.	29 3/4	30	- 1 1/4	- 04.16	-55	534
N (CCN) Chris-Craft	31 3/8	32	- 5/8	- 01.95	7	249
O (RUCO) Rollins Corp.	31 1/4	29 1/2	1 3/4	05.93	30	263
N (GCO) Gannett Co.	39 7/8	40	- 1/8	- 00.31	10	6,469
O (GHCC) Great Am. Comm.	7 3/8	7 7/8	- 1/2	- 06.34	-1	26
A (HTN) Hutton Media	4	3 7/8	1/8	03.22	6	174
O (JP) Jefferson-Pilot	49 1/8	48 1/8	1	02.07	12	1,629
N (LEE) Lee Enterprises	37 1/2	37 3/8	1/8	00.33	15	771
N (LC) Liberty	47	47		00.00	31	386
O (MDP) Meredith Corp.	53	53		00.00	18	2,574
A (MEGA) Media General	36 1/8	36 1/2	- 1/8	- 00.33	-165	756
N (MHP) Merrill Corp.	31 5/8	32	- 3/8	- 01.17	18	690
O (MACC) Multimedia	76 1/4	80 1/8	- 3 1/4	- 12.74	30	864

STOCK INDEX 2

	Closing Wed Apr 4	Closing Wed Mar 28	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
PROGRAMING						
O (ALLT) All American TV	3 3/8	3 3/8		00.00		4
A (CLR) Color Systems	2 3/8	2 3/8		00.00	-1	12
O (DCPS) dick clark prod.	5 5/8	5 7/8	– 1/4	– 04.25	20	46
N (DIS) Disney	112	113 3/8	– 1 3/8	– 01.21	21	18,009
O (FNNI) Financial News	6 3/4	7	– 1/4	– 03.57	30	121
A (FE) Price Enterprises	2	2		00.00	-1	9
A (HRH) Heritage Enterprises	1 1/8	1 1/8		00.00	-1	8
A (HSN) Home Shopping Net.	7	6 7/8	1/8	01.81	43	626
N (KWP) King World	43	43 1/4	– 1/4	– 00.57	14	1,088
O (KRDO) Kings Road Entertain.		3/16	– 1/32	– 19.66		0
N (MCA) MCA	48 3/4	51 1/2	– 1 3/4	– 03.39	18	3,646
N (MGM) MGM/UA Commun.	16 1/4	17 1/8	– 7/8	– 05.10	-10	626
A (NNN) Nelson Holdings	8 1/2	8 7/8	– 3/8	– 04.22		36
O (RNET) Rentrak Network	7/8	1 1/8	– 1/4	– 22.22	-1	4
N (OPC) Orion Pictures	21	22 5/8	– 1 5/8	– 07.18	25	378
N (PCI) Paramount Commun.	44 1/4	44 1/2	– 1/4	– 00.56	14	5,266
N (PLA) Playboy Ent.	13 1/2	13 3/4	– 1/4	– 01.81	-150	127
O (QNTQ) Qintex Ent.	1 1/4	1 1/4		00.00		20
O (SVSN) SVC Network	13 1/4	15 1/4	– 2	– 13.11	28	193
O (WCCI) Warner Commun.	6 3/4	6 3/4		00.00	-5	20
O (RPCA) Republic Pic. 'A'	8 1/2	8 1/4	1/4	03.03	94	28
O (RPCB) Republic Pic. 'B'	8	7 3/4	1/4	03.22	88	54
O (SPI) Spelling Entertainment	9 3/4	10 5/8	– 7/8	– 08.23	26	332
P (UUEE) Video Jukebox Net.	7 7/8	8 1/4	– 3/8	– 04.54	-24	70
O (WONE) Westwood One	5 3/4	6 1/2	1/4	04.54	-4	83
SERVICE						
O (ABRP) Ambrosio Group	3 5/8	3 5/8		00.00	-2	33
O (BSMI) Bozzuto & Sons	14 5/8	14 1/2	1/8	00.86	19	134
N (CCI) Comsat	33 1/2	32 3/4	3/4	02.29	9	588
N (CNS) Cinn & Scripps	45 3/4	45 3/8	3/8	00.82	14	3,593
N (FCB) Foote Cone & B.	28 7/8	29 1/2	– 5/8	– 02.11	19	346
O (GREY) Grey Advertising	154	147	7	04.76	15	176
O (IDDS) IDB Communications	5 1/2	5	– 1/2	– 05.55	425	42
N (OPI) Interpublic Group	33 1/2	33 3/4	– 1/4	– 00.76	15	1,192
* Indicates stock split						

	Closing Wed Apr 4	Closing Wed Mar 28	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000,000)
CABLE						
A (MSO) Acton Corp.	13 1/8	12 1/2	– 3/8	– 03.00	2	19
O (ATCMA) Am. TV & Comm.	33 1/2	32	1 1/2	04.68	41	3,652
O (CTEC) C-Tec Corp.	17	17 1/2	– 1/2	– 02.85	22	290
A (CVU) Cablevision Sys. 'A'	23	23 1/8	– 1/8	– 00.54	-3	500
A (CTY) Century Comm.	8 1/4	8 1/8	1/8	01.53	-11	536
O (CMCSA) Comcast	12 3/4	14	– 1 1/4	– 08.92	-10	1,430
A (FAL) Falcon Cable Systems	15 3/4	15 7/8	– 1/8	– 00.78	-27	100
O (JOIN) Jones Intercable	8 3/4	8 3/8	3/8	04.47	-4	106
N (TCI) Tele-Com-Attaker	52 1/4	51 3/8	7/8	01.70	12	2,707
T (RCLA) Rogers Commun. 'A'	13 5/8*	110		N/A	N/A	N/A
T (RCLB) Rogers Commun. 'B'	11 1/4*	80 1/4		N/A	N/A	N/A
O (TCAT) TCA Cable TV	11 7/8	12	– 1/8	– 01.04	24	287
O (TCOMA) Tele-Commun.	13 3/4	13 3/4		00.00	-28	4,852
N (TWX) Time Warner	98	95 7/8	– 7/8	– 00.91	211	8,110
O (UACCA) United Art. Ent. A	12	13	– 1	– 07.69	-6	1,671
O (UACCB) United Art. Ent. B	13 1/4	14	– 3/4	– 05.35	-7	884
N (VIA) Viacom	50	50 3/4	– 3/4	– 01.47	22	2,666
N (TWU) Western Union	1/2	9/16	– 1/16	– 11.11		31
EQUIPMENT & MANUFACTURING						
O (AMAT) Applied Materials	61 1/2	63 5/8	– 2 1/8	– 02.54	14	10,250
N (ARW) Arrow Electronics	18 3/4	17	– 3/4	– 04.41	40	300
O (CCBL) C-Cor Electronics	11 1/8	11 1/2	– 3/8	– 03.26	9	45
N (CNY) Cipher	2	2		00.00	-14	22
A (GRM) Gelco	9 3/4	9 5/8	1/8	01.29	7	18
N (GE) General Electric	64 1/4	62 1/8	1 1/8	02.67	14	13,057
N (GRL) Gen. Instrument	30 1/4	31	– 3/4	– 02.41	9	806
N (GE) General Electric	64 1/4	64 7/8	– 5/8	– 00.96	15	57,972
N (GRN) Gross Corp.	33 1/8	34	– 7/8	– 02.57	48	1,295
N (IRAS) IRA Com. Int.	6	4 1/4	– 1/4	– 05.88	400	85
N (JV) Jack IV Indus.	13 1/8	12 1/8	3/8	03.09	3	183
O (MSTI) Matthews Studio	2	1 15/16	1/16	03.22	100	11
O (MCDY) Microdyne	3 5/8	3 11/16	– 1/16	– 01.69	40	14
O (MCOM) Midwest Commun.	3 7/8	4 1/4	– 3/8	– 08.82	11	11
N (MOT) Motorola	68 5/8	67 1/8	– 1/2	– 00.74	17	8,574
P (NAID) Sub Industries	1	1		00.00	-33	82
A (PPO) Pico Products	1 1/8	1 3/8	– 1/4	– 18.18		4
N (RPM) RPM Inc.	23 1/8	22 1/2	5/8	02.77	14	529
N (SHE) Sony Corp.	90 3/8	92 1/4	– 1 7/8	– 03.58	23	14,256
N (TSO) Tektronix	13 3/8	13 1/2	– 1/8	– 00.92	148	387
N (VAR) Varian Assoc.	33 1/2	35 3/8	1/8	00.49	16	514
O (WAVE) Wavetek	1 3/4	1 7/8	– 1/8	– 06.66	8	12
N (ZE) Zenith	10	11 1/2	– 1 1/2	– 13.04	-10	267
Standard & Poor's 400	368.22		360.81	– 0.79		3,220

May 8—*Federal Communications Bar Association* luncheon. Speaker: Gene Kimmelman, legislative director of the Consumer Federation of America. Washington Marriott, Washington.

May 8—*Society of Cable Television Engineers, Chattahoochee chapter*, annual chapter meeting. Perimeter North Inn, Atlanta. Information: Dick Arnell, (404) 394-8837.

May 9—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speakers: Jack Fentress, VP-director of programing, Petry National Television, and John Von Soosten, VP-director of programing, Katz Television Group, on "The Rep Rap: Two Views on the Upcoming Syndication Season and the Programing Marketplace in General." Copacabana, New York. Information: (212) 768-7050.

May 10-11—*C-SPAN* Capitol Experience seminar to provide cable operators with insight into the network's programing philosophy, reasons to carry C-SPAN and ways to promote it among their general audience. C-SPAN headquarters, Washington. Information: (202) 737-3220.

May 11—Deadline for comments to *National Telecommunications and Information Administration* on the globalization of mass media. U.S. Chamber of Commerce, NTIA, Washington. Information: (202) 377-1551.

May 13-15—*New Jersey Broadcasters Association* 44th annual convention. Barry's Grand hotel and casino, Atlantic City, N.J. Information: (201) 247-3337.

May 14—*New Hampshire Association of Broadcasters* sales seminar. Sheraton-Wayfarer, Inn, Bedford, N.H.

May 15—*International Radio and Television Society* annual meeting and Broadcaster of the Year Award luncheon. ABC's Hugh Downs to receive award. Waldorf-Astoria, New York. Information: (212) 867-6650.

May 15—Fourth annual Cable Day, sponsored by *Women in Cable, Chicago chapter*. Sheraton hotel, Rosemont, Ill. Information: (312) 693-9700.

May 16—*National Academy of Television Arts and Sciences, New York chapter*, drop-in luncheon. Speaker: David Poltrack, senior VP-planning and research, CBS Broadcast Group, on "Will Reality-Based Programing Take Over Prime Time? A Look Back at the 1989-90 Television Season and a Look Forward to Next Season." Copacabana, New York. Information: (212) 768-7050.

May 17—*Radio Advertising Bureau* regional sales training workshop: "dramatizing radio's competitive advantages against other media and ways radio salespeople can accentuate radio's strengths in a media mix with other media, especially newspapers." Pittsburgh. Information: (212) 254-4800.

May 17-20—*American Women in Radio and Television* 39th annual convention. Theme: "Media Power in the 90s." Capital Hilton hotel, Washington.

May 18-20—*Radio Advertising Bureau* sales university, designed for salespeople with fewer than two years' sales experience. Richmond. Information: (212) 254-4800.

May 19—Presentation of 42nd annual Los Angeles Area Emmy Awards, sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

May 19—Radio general managers roundtable for small and medium markets, sponsored by *National Association of Broadcasters*. Crescent hotel, Phoenix. Information: (202) 429-5420.

May 19-22—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 20-23—*National Cable Television Association* annual convention. Atlanta Convention Center, Atlanta.

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